



STANLEY
BOSTITCH

STANLEY



DEWALT

DeWALT Construction Tool ID Contest considered big success during 2014 SkillsUSA KY State Conference

Over this past year, much effort has gone into developing model partnerships with business and industry for SkillsUSA KY competitors. And, for the first time, a mutually beneficial partnership was forged when Julie Feltham, SMS-Lowe's Division, KY/IN, met SkillsUSA KY business and industry director Fran Dundon during the 2014 KY Construction Career Days Event. As a result, the new DeWALT Construction Tool ID Contest was crafted for this year's conference by Feltham and Elizabeth Scott, Stanley Black & Decker account manager. Bottom line – SUCCESS! The contest created a variety of outcomes including a new pathway for instructors to help their students better understand different tool lines and uses.



*Opening Ceremony - Wednesday, April 16, 2014.
Recognition of DeWALT and new Construction Tool ID Contest
Photo (l to r): Elizabeth Scott, Fran Dundon and Julie Feltham*

DEWALT

***Facilitated by: Julie Feltham, SMS - Lowe's Division, KY/IN
Elizabeth Scott, Account Manager, Stanley Black & Decker***

SkillsUSA
KENTUCKY

The final outcome was a well-run first time DeWALT sponsored Construction Tool ID contest. Co-chairs Feltham and Scott served as industry judges and made a huge impact on students with their PowerPoint test that included 100 slides. Seventeen students from 15 SkillsUSA KY regions were entered. Winners received top of the line DeWALT tools. Even advisors were amazed at the quality of tools their students won.



Photo, (l to r): Scott, Debra Daniel, Eric Messmer and Feltham. (Not pictured – Daniel Davis)

DeWALT Construction Tool ID Contest winners:

1st Place: Eric Messmer
Campbell Co. ATC

2nd Place: Daniel Davis
Iroquois High School

3rd Place: Debra Daniel
Warren Co. ATC

*David Lawson
Carpentry Instructor, Campbell Co. ATC:*

“We all appreciate DeWALT’s presence and their sponsorship of this outstanding new competition.

“My student, Eric Messmer, studied hard and his efforts paid off. He now understands the value of industry involvement and won a great tool set that will serve him well in his career. In my opinion, he will remember DeWALT in years to come – and so will many other students and advisors. Thank you, DeWALT.”



In addition to coordinating the competition, DeWALT was invited to participate as an official vendor to promote all the brand tools...and, their presence was widely viewed by the 963 registered SkillsUSA participants. Other members of the DeWALT and SBD team (*Kory Stachowski, MM-Lowes Division, Dave Freson, Account Mgr., SBD; and John Mutchler, Service Center Manager, Louisville, KY*) helped man the most popular booth at the conference. During a special advisors' session on Wednesday, April 16, five lucky advisors became recipients of a DeWALT tool raffle by both Feltham and Scott.



Photo above, (l to r): Scott, Feltham and James Mattox, welding instructor, Madison Co. ATC.

Mattox:

"Wow – this is great. Not only have you sponsored an event for our students, you have also made it a priority to recognize advisors. Thank you, DeWALT. We have noticed."



STANLEY.



DeWALT sponsors 2 days of contests for SkillsUSA students and advisors: The 5 Screw Challenge



Another way DeWALT was visible for all SkillsUSA KY students and advisors was by hosting a daily 5-Screw Challenge in the DeWALT booth. The challenge was a timed competition that allowed participants to use new state of the art DeWALT tools AND win great prizes. It was the largest and most visited booth during state conference.

Daily Champions and winners of the 20V DeWALT Radio:

- Bradley Shimfessel, Clark Co. ATC
Program: Carpentry (Instructor: Jeff McKinney)
Time: 15.05
- Cody Boone, Hughes Jones-Harrodsburg ATC
Program: Automotive Tech (Instructor: Roc Moore)
Time: 13.97



Top photo (l to r): Bradley Shimfessel with his winning radio and Julie Feltham.

Bottom photo (l to r): Kory Stachowski, MM-Lowes Division, Cody Boone, HJH ATC and Feltham.



STANLEY



Through the efforts of Feltham, Peter Mular and Lowe's store #1518 joined this year's SkillsUSA KY Conference. Mular served as a TeamWorks judge with representatives from two other Lowe's stores. Approximately \$4,500 in tools were purchased from Mular's store.

Feltham:

"The SkillsUSA KY conference was successful for DeWALT and we all enjoyed engaging with students to talk about our brands. We had an opportunity to teach, demonstrate, and entertain our current and future clientele – what could be more rewarding than promoting what you believe and providing first hand instruction for state of the art tools?"

"To be able to reach students at this level and show them what we bring to the table with our best tools – well, it's quite simple - we know we are showing future buyers our brands and this is priceless."

"Having the opportunity to be at the SkillsUSA KY State Conference has helped reassure us that these students are armed with specific tool knowledge for successful transition into the career trade of their choice."

"Thank you for the opportunity to be involved in this effective SkillsUSA KY event. We look forward to a continuation of this partnership at next year's conference as well as when the National SkillsUSA Conference comes to Louisville."

Feltham, Dundon and Peter Mular at Lowe's Store #1518



**Opening Ceremony:
Recognition of
Lowe's, a
SkillsUSA national
sponsor.**

Photo at right, (l to r): Mike Gamper, Lowe's #0492 store manager; Dennis Shaw, Lowe's #1923 pro services specialist; Dundon, and Peter Mular, Lowe's #1518. Supplies and prizes were bought from all three Lowe's stores for the conference.



**Written by Fran Dundon,
SkillsUSA KY B & I director
Photos provided by Tim Thornberry
and Julie Feltham
May 1, 2014**